



Communications Manager Job Description

The Main Street Academy is searching for a talented and professional, full-time Communications Manager to serve as an ambassador on our dynamic team. This position is responsible for the effective delivery of news and communications to both internal and external stakeholders. The right candidate will manage and promote our school mission, assist in attracting and retaining enrollees, preserve our brand, as well as provide support to our PTO, volunteer and fundraising efforts. Your duties will be diverse and multi-faceted, therefore excellent professional skills and flexibility are vital for this role.

The successful candidate will help create promotional materials, contribute to the development of the school website, messaging content for prospective families, and interact with stakeholders through daily and weekly communications to deliver our school's key messages effectively and consistently. You must possess superb written and verbal communication skills (grammar and punctuation is a must) and have an in-depth knowledge of communications best practices. A background in education communications is a plus. The success of TMSA relies heavily on providing our families with the information they need in a timely manner.

Supervisor: Principal is the direct supervisor, however the PR Chair of the Governance Board will provide support and the candidate is expected to report to the board quarterly.

Communications Responsibilities:

- Manages the execution of all community engagement and marketing/communications strategies
- Manages the creation of an overall strategic plan for community engagement, including raising awareness about the school and development of communication pathways for partners, volunteers and potential enrollees

- Manages and monitors TMSA's communication initiatives so that internal and external stakeholders are informed about organizational news and issues, including projects, programs, updates and have mechanisms for providing feedback
- Reports back to the Governance Communication Officer, Principal and Ops Manager, as well as other key internal and external stakeholders at quarterly intervals to ensure the plans are effective
- Ability to craft and disseminate formal PR responses as it relates to emergencies, inclement weather, parent/student concerns and success stories with the support of the Principal and Governance Board
- Serve as point of contact for communication inquiries
- Advise and support all departments in developing their own communications programs while ensuring consistency with TMSA's strategic plan (brand, mission, language)
- Develops sponsorship/business arrangements and relationships with individuals and organizations to educate and promote interest in supporting the vision and initiatives of The Main Street Academy through administration, board and PTO
- Manages school's public engagement effort to position school leaders on community non-profit boards and task forces
- Develops and executes training for volunteer coordinators, principal, administration and staff and others within TMSA
- Manages volunteer recognition programs to encourage school volunteerism
- Develops and implements an annual community relations plan for a range of projects, initiatives and campaigns that meets organizational objectives and aligns with TMSA community engagement strategy and overall school goals
- Measures the effectiveness of community relations efforts on an on-going basis and makes recommendations to review and amend plan as appropriate
- Collaborate in creating the weekly online parents' newsletter, regular school-wide communications and any external/internal special announcements
- Monitor and amplify the school's social media and online presence
- Monitor, assess and report on analytics and the effectiveness of communication strategies
- Ensure timely and accurate dissemination of calendar information via the School's web-based calendar
- Organize and direct promotional/recruitment/enrollment events
- Recommend techniques to improve the school's public image
- Identify and resolve any issues with promotional and communications content in a timely and professional manner
- Seeks opportunities to advise on communications issues through in-service workshops on school/community relations, crisis communications, media relations and other communications processes
- Advises Principal and Governance Board on sensitive and complex communications challenges, including crisis communications issues
- Maintains archival repository of articles, updates, and shared information

Additional Responsibilities

- A collaborative spirit, entrepreneurial, and strong team ethic
- Coordinates events and other assignments that recognize staff leadership and development
- Represents the school at civic, community and business meetings
- Supports the culture of the organization
- Serves as a champion for the TMSA values, standards and strategic initiatives
- Performs other duties as assigned by the appropriate administrator
- Good decision-making and problem solving skills
- Exceptional organizational, management, written, editing and oral communication skills
- Ability to handle multiple projects concurrently
- Position will involve occasional local travel, including event support when needed

Special Knowledge, Skills, and Abilities:

- Ability to use Microsoft Word and Google Docs in the creation, editing, and review of documents including formatting text and tables, embedding graphics, and using tracking modes.
- Ability to use Microsoft Excel and Google Sheets in the creation and use of spreadsheets including sorting and filtering data, using basic formulas, and creating graphs.
- Ability to use Microsoft Outlook for sending and receiving email, maintaining a work calendar, and scheduling appointments.
- Ability to use Microsoft PowerPoint and Google Slides for creating, editing, and viewing presentations including using slide templates, inserting graphics, and printing handouts.
- Ability to use project management software including Basecamp
- Ability to use or expressed interest to learn Adobe product Suite (Photoshop, Illustrator, InDesign, Acrobat) to create and edit documents as needed, resize photos, modify templates, and other aspects of design/layout.
- Ability to use website CMS to make updates, upload photos, post articles and create redirects.
- Ability to use or expressed interest to learn Buffer, Hootsuite, Google Analytics and other social media management and analytics software to evaluate and report out in communications strategies.

Requirements:

Hours may be flexible with advanced notice.

Education: Bachelor's Degree in Communications, Public Relations, Media Relations, Journalism or related field required Certification/Licensure.

Experience: Minimum 5 years of progressively responsible experience which includes substantial experience in Communications, Public Relations, Marketing or related field required within educational or not-for-profit settings required.

Salary Range: \$50,000+ with a full range of great benefits.